

# HOW GOOGLE WORKS

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Matt Cutts Video Summary

# Three Stages of Operation

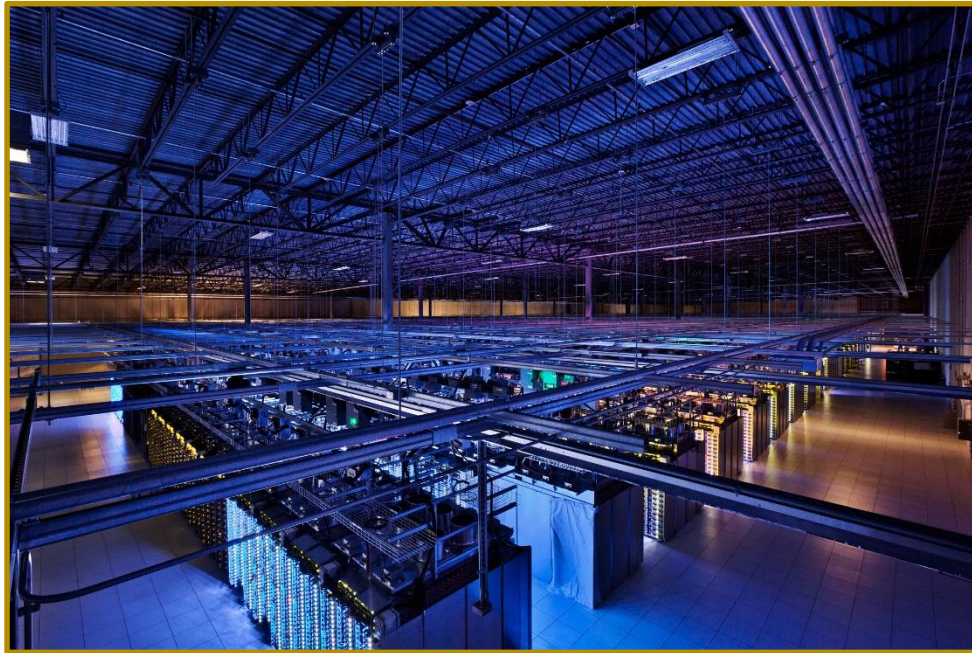


- **Crawling:** Following Links and Downloading Content
- **Indexing:** Asking Questions - Over 200
- **Serving:** Generating Results on Demand

# Google Data Centre



# Google Data Centre



# Google EU Data Centres



# Google EU Data Centres



# Typical Indexing Questions

- How many keywords?
- Keyword in title?
- Keyword in URL?
- Keyword directly adjacent?
- Keyword synonyms?
- Quality of website?
- Page Rank?
- Quality Score